

## INTISARI

Swamedikasi adalah pemilihan dan penggunaan obat-obatan tanpa resep dokter oleh masyarakat untuk mengobati atau mencegah penyakit yang dapat dikenali sendiri. Produk vitamin termasuk obat bebas walaupun dalam perkembangannya masuk dalam *food supplement*. Tingkat pendidikan dan tingkat pendapatan berpengaruh dalam perilaku swamedikasi.

Penelitian ini termasuk penelitian non eksperimental deskriptif dan analitik dengan rancangan *cross sectional*. Teknik pengambilan sampel dengan kluster multi tahap. Instrumen yang digunakan kuisioner dan pedoman wawancara. Data kualitatif dianalisis secara deskriptif disajikan dalam bentuk tabel dan diagram. Data kuantitatif dianalisis dengan *chi square*.

Karakteristik responden: umur 36-40 (21,3%), menikah (98,4%), SLTA (39,3%), pendapatan <Rp.1.500.000 (59%), ibu rumah tangga (48,4%), analisis kualitatif: pengobatan dengan obat tradisional (23,8%), batuk, sakit kepala, flu, demam (43,4%), keuntungan lebih murah dan cepat (43,4%), kerugian tidak ada (72,9%), alasan penggunaan untuk menjaga kesehatan (37,7%), kondisi sehat (50%), sumber informasi iklan TV (39,3%), produk yang sering digunakan Vitamin C IPI<sup>®</sup> dan Redoxon<sup>®</sup> (10,6%), frekuensi penggunaan setiap hari (satu kali) (30,3%), membeli di apotek (84,4%), kemasan utuh (98,4%), membaca informasi pada kemasan (94,3%), efek daya tahan tubuh meningkat (27,1%). Analisis kuantitatif: terdapat hubungan antara tingkat pendidikan dengan pengetahuan dan tindakan; tidak terdapat hubungan antara tingkat pendidikan dengan sikap; tidak terdapat hubungan antara tingkat pendapatan dengan pengetahuan, sikap dan tindakan.

Kata kunci : swamedikasi, tingkat pendidikan, tingkat pendapatan, produk vitamin

## ABSTRACT

Self medication is an alternative and the use of medicine without doctor's recipe by the people to cure or prevent disease that could be recognized by their self. Vitamin product is a limitless medicine that become in a group of food supplement. Education level and income stage have a relationship in the self medication.

This research is a non analytic experimental and descriptive with cross sectional plan. The technique of picking sample in this research is multi section cluster and the instrument that used is questioner and interview. The qualitative data have been descriptively analyzed and served in tables and diagrams. The quantitative data is have been analyzed through chi square.

The respondent analysis (in their ages) 36-40 (21,3%), married (98,4%), senior high school (39,3%), income <Rp.1.500.000 (59%), housewife (48,4%), The result of qualitative research: medication using traditional medicine (23,8%), cough, headache, influenza, and fever (43,4%), benefit; cheaper and faster (43,4%), disadvantage; nothing (72,9%), the reason to keep healthy (37,7%), healthy (50%), source from TV advertising (39,3%), Product that often used is Vitamin C IPI® and Redoxon® (10,6%), the frequency of consuming vitamin product everyday (once) (30,3%), buy in a dispensary (84,4%), buy in a package (98,4%), read the medicine information (94,3%), always healthy-not get sick easily (27,1%). The quantitative: there is a relationship between education level with knowledge and action, there is no relationship between education level and attitude; there is no relationship between economical stage with knowledge, attitude and action.

Keyword: self medication, education level, income stage, vitamin product